

LEO BURNETT, U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad. No. S-2005 - Pack Master - Reg. No. 97101 - 30x30 Board - 6.3 x 11 - Trade Price - 79 - 10
Printed in U.S.A.

THE PACK MASTER® MERCHANDISER
...improved cigarette profits an
extra \$428 per store.

In a carefully controlled, 106-store test, a leading Convenience Store chain found that 53 stores with the Pack Master Merchandiser had \$86,973 more in cigarette sales per year than 53 stores without Pack Master.

Pack Master increased this chain's cigarette sales over 4%!

Cigarette profits were \$22,684 more annually.

Talk to your Philip Morris representative soon. Find out what Pack Master can do for your cigarette sales and profits.

Pack Master - a major improvement in single-pack merchandising.

Another Profit Making Idea From **Philip Morris USA**

For detailed information on this study, contact the National Accounts Department of Philip Morris, 200 Park Avenue, New York, New York 10017.

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